

STEP FIVE

SECURE “HARDWARE”

Who will donate the space and supplies?



ACTIONS!

Choose an appropriate site

You'll create a “team” environment for your volunteer callers—and inspire them to do their best—if they're all together in one place, a place where they can see each other and also share in each other's successes. Plus, it's easier to supervise and support them if they're all together.

Large conference rooms that have a lot of phones or phone outlets are ideal. Look for banks, large law firms and other facilities that, during the day, bring people together in one place to conduct business.

Your board members, staff and leadership volunteers probably have connections to such businesses—now's the time to ask for their support by loaning you their space for a few hours. Assure them that you'll be considerate borrowers, and arrange for clean-up and custodial services well in advance.

One caveat: make sure the caller ID that comes up on your donors' phones is a positive one—or not a negative one.

Who will donate the space and supplies?

Secure enough phones

If you're having trouble finding a large room that also has a lot of phone access, get creative! Callers can trade off in shifts, for example, or you can spread the calls out over more than one night.

Cell phones are an excellent alternative. Volunteers can use their own phones, or you can ask a cellular carrier to donate phones for the evening. If your budget allows, and if you plan to make phonathons part of your permanent fundraising mix, consider buying prepaid cell phones—you can often find them for a surprisingly low price.

Remember to fully charge phone batteries before you start calling!

Provide food and refreshments

Callers will do a better job if they're comfortable. Provide a light meal before calling begins, especially if your callers will be coming straight from work. Also have snacks, coffee and other beverages to restore their energy as the evening progresses. Dessert afterward is also appreciated! Look to local restaurants, caterers and grocery stores for donations.

🌟 **Motivate—and appreciate—your volunteers**

To keep your callers enthused, you'll need a tally board to be updated throughout the evening—a big wipe-off board works well. Or you can use another tracking device, like a big thermometer or arrow pointing toward your goal.

You'll need to show your appreciation in a tangible (and public) way, too. Think of appropriate gifts for your phonathon volunteers and find donors who would appreciate visibility in your publications.





CONSIDER THIS...



Do you have all the tools in place?

The “Hardware Checklist” helps you keep track of your progress. Check the first box once you’ve arranged for an item, and the second box after you’ve confirmed it a few days before your phonathon.



Tools:

Use the following
Tools to help you achieve your
Successful Volunteer-led Phonathon:



► Hardware Checklist

Hardware Checklist_(p.1)

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You need four types of “things” unrelated to your volunteers and prospect list to make your phonathon a success: an appropriate site, enough phones, nourishment and incentives and awards.

Use the following checklist to keep track of what you’ve arranged and *confirmed*.

Site

- Large conference room with a lot of phones or phone outlets

<input type="checkbox"/> Arranged	<input type="checkbox"/> Confirmed
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- Comfortable seating

<input type="checkbox"/> Arranged	<input type="checkbox"/> Confirmed
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- Good satellite reception for cell phone use

<input type="checkbox"/> Arranged	<input type="checkbox"/> Confirmed
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- Good lighting

<input type="checkbox"/> Arranged	<input type="checkbox"/> Confirmed
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- Adequate parking

<input type="checkbox"/> Arranged	<input type="checkbox"/> Confirmed
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- Safe parking (or escorts, if calling ends at night)

<input type="checkbox"/> Arranged	<input type="checkbox"/> Confirmed
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- Easy access to the facility

<input type="checkbox"/> Arranged	<input type="checkbox"/> Confirmed
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- Clean-up arrangements

<input type="checkbox"/> Arranged	<input type="checkbox"/> Confirmed
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Phones

- Enough phones at site

<input type="checkbox"/> Arranged	<input type="checkbox"/> Confirmed
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- Positive (or neutral) caller ID

<input type="checkbox"/> Arranged	<input type="checkbox"/> Confirmed
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- Cell-phone loaner option

<input type="checkbox"/> Arranged	<input type="checkbox"/> Confirmed
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- Cell-phone back-ups

<input type="checkbox"/> Arranged	<input type="checkbox"/> Confirmed
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- Cell phones receive good satellite reception at site

<input type="checkbox"/> Arranged	<input type="checkbox"/> Confirmed
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COPY ME

Food and Refreshments

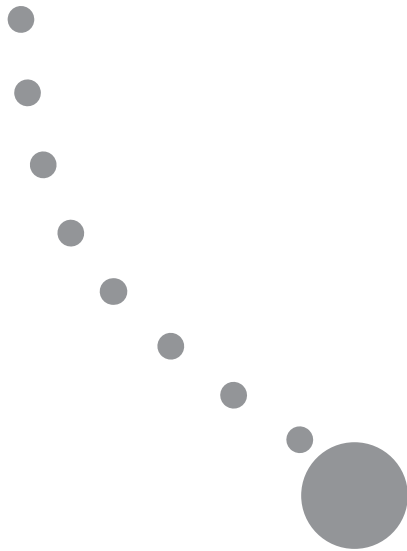
- Donated meal
 - ☐ Arranged ☐ Confirmed
- Meal delivery or pick-up scheduled
 - ☐ Arranged ☐ Confirmed
- Donated coffee and other beverages
 - ☐ Arranged ☐ Confirmed
- Beverage delivery or pick-up scheduled
 - ☐ Arranged ☐ Confirmed
- Donated dessert or snacks
 - ☐ Arranged ☐ Confirmed
- Dessert delivery or pick-up scheduled
 - ☐ Arranged ☐ Confirmed

Incentives and Awards

- Large wipe-off board or other tally board
 - ☐ Arranged ☐ Confirmed
- Motivating devices (thermometer, bell, etc.)
 - ☐ Arranged ☐ Confirmed
- Gifts for committee members
(such as donated gift certificates)
 - ☐ Arranged ☐ Confirmed
- Awards for volunteer callers
(such as donated items or Certificates of Appreciation)
 - ☐ Arranged ☐ Confirmed



Review the Step







Ready for the
Next Step?


STEP FIVE

Overview:

ACTIONS!

-  Choose an appropriate site
-  Secure enough phones
-  Provide food and refreshments
-  Motivate—and appreciate—your volunteers

CONSIDER THIS...

-  Do you have all the tools in place?

TOOLS

-  Hardware Checklist

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STEP FIVE